

Message Text

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40

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /036 W

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FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 8777

UNCLAS TOKYO 3609

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT, HOTEL AND RESTAURANT
EQUIPMENT EXHIBITION

1. EXHIBITION: HOTEL AND RESTAURANT EQUIPMENT
 2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN MARCH 14-18,
1975
 3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: FIVE
 - A) AGENTS AND DISTRIBUTORS APPOINTED: NONE
 - B) AGENCIES/DISTRIBUTORSHIP UNDER NEGOTIATION: SIX (SIXTY-TWO
LEADS)
 - C) LICENSEE AGREEMENTS UNDER NEGOTIATION: NONE (ONE LEAD)
 - D) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: ONE (ONE LEAD)
 4. SALES:
 - A) IMMEDIATE: \$50,680
 - B) TWELVE-MONTH PROJECTION: \$3,301,600
 5. NUMBER OF SALES LEADS DEVELOPED: 934
 6. REGISTERED VISITORS: 1,338 (1,413 HAND-COUNT)
 7. TOTAL EXHIBITORS: TWENTY-NINE (TWENTY PARTICIPANTS)
 - A) NEW-TO-EXPORT: TWO
 - B) NEW-TO-MARKET: EIGHT
 - C) OLD-TO-MARKET: NINETEEN
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D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: SIX

E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE:

TWENTY-ONE

F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: TWO

G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.:

EIGHT

8. NARRATIVE:

TCD STRONG HOSTED RECEPTION MARCH 13 1700-1900 AND DELIVERED
WELCOMING REMARKS. JAPANESE GUEST OF HONOR WAS MR. KATSUMI OHNO,
VICE PRESIDENT, JAPAN HOTEL ASSOCIATION, AND PRESIDENT, IMPERIAL HOTEL,

TOKYO. MR. OHNO DELIVERED CONGRATULATORY REMARKS AND WAS JOINED
BY MR. ELDEN B. ERICKSON, COMMERCIAL COUNSELOR, IN CUTTING RIBBON
TO OPEN EXHIBITION.

ATTENDANCE STEADY BUT RELATIVELY LOW FIRST THREE DAYS AND INCREASED
APPRECIABLY LAST TWO DAYS OF EXHIBITION DUE IN PART TO IMPROVED
UTILIZATION SHUTTLE BUS OPERATING BETWEEN HARUMI (SITE OF '75 TOKYO
INTERNATIONAL HOTEL AND RESTAURANT EQUIPMENT SHOW) AND TRADE CENTER.
MORE THAN FORTY PERCENT (537) OF REGISTERED VISITORS CAME FROM OUTSIDE

THE TOKYO METROPOLITAN AREA.
HODGSON

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